

Workshop Summary Report



Walter Reed Re-Use Plan Public Workshop

Alternative Opportunities and Ideas - Saturday, July 10, 2010

This is the Workshop Summary Report for the Walter Reed Re-Use Plan Public Workshop that was held on Saturday, July 10, 2010 in Delano Hall on the Walter Reed Campus. This was the second in a series of four workshops that are being held to get community input on possible approaches to the re-use of the Walter Reed buildings and grounds after it closes in 2011.

This workshop brought together almost 100 members of the community and other stakeholders for three hours of presentations, table discussions and feedback from participants. The agenda began with a summary of what was learned from the first meeting on June 9th and then featured a presentation from Perkins & Will, the planning team for the project, on some of the existing conditions at Walter Reed and four alternative ideas about how the site could be used. After these presentations, the community members worked in small groups to discuss what they liked, identify questions they wanted answered and to make additional suggestions for the planners.



This Workshop Summary Report provides an overview of the feedback that was received during the meeting. It includes a summary of the comments that were mentioned most frequently on participant worksheets as well as the results of the keypad polling that was conducted. The report includes three basic types of data:

- 1) demographic information on who attended the meeting,
- 2) feedback on the goals that emerged from the first meeting and
- 3) feedback and comments on the four alternative ideas that were presented for consideration.

Proposed Project Goals

During the first public workshop on June 9th, participants discussed their vision and goals for the re-use of Walter Reed. Below are the goals that emerged from that discussion about possible future uses of the WRAMC site and people's hopes about how it will benefit the community.

- Carry out a development strategy that integrates the site with the local neighborhoods, supports the redevelopment of the Georgia Avenue corridor, and provides public benefits for the surrounding community.
- Create a plan that accommodates a mix of uses, including retail, diverse housing options, and cultural uses.
- Mitigate the potential impact of lost jobs and revenues on the adjacent commercial corridor by creating new employment opportunities for DC residents and increased revenue from property and sales taxes for the District that can, in turn, help support neighborhood services.
- Develop a realistic implementation and phasing strategy that addresses environmental issues, maximizes market viability, minimizes site vacancy, and competitively attract qualified and quality development partners.

Who Attended the Public Workshop?

At the beginning of the day, participants' demographics were compared to the actual demographics of the community.

Gender

	July 10	Actual
Female	58%	46.5%
Male	42%	53.5%

Age

18-25	1%	8%
26-34	8%	14%
35-44	17%	16%
45-54	28%	16%
55-64	25%	10%
65 and better	21%	15%

Race

African-American	43%	70%
Asian/Pacific Islander	1%	1%
Caucasian/White	48%	18%
Hispanic/Latino	3%	6%
Native American	0%	28%
More than one Race	1%	3%
Other	3%	7%

Neighborhood

Brightwood	24%
Colonial Village	1%
Crestwood	3%
Shepherd Park	17%
16 th Street Heights	3%
Takoma	26%
Another Ward 4 Neighborhood	6%
Outside Ward 4	21%

Years in Ward 4

More than 20 years	35%
10 – 20 years	16%
5 – 10 years	13%
Less than 5 years	13%
I don't live in Ward 4	22%

Attended June 9

Yes	56%
No	44%

How many people are in your household?

- 1-2 56%
- 3-4 28%
- 5-6 9%
- 7 or more 6%

Do you have children at home under the age of 17 years?

- Yes 16%
- No 84%

What is your role(s) in the community?

Multiple Options Selected

- Resident 79%
- Property Owner 71%
- Other 8%
- Business 15%
- Business of Georgia Ave 8%
- Government 19%
- Student 3%
- Renter 8%
- Other 31%



Review of Goals and Vision Summary from Public Workshop #1

Participants reviewed the summary of goals and priorities established during the first Public Workshop on June 9, 2010, and discussed how much they agreed with that list of priorities and what, if anything should be added to make it better. A full list of participant comments is available in the appendix.

Community Benefits Summary

At the first Public Workshop participants were asked the following question: When you think about possible future uses of the WRAMC site, what are some hopes you have about how it will benefit the community? The most common responses to that question were:

- Have open/green space and be less densely developed than surrounding areas
- Provide recreational and cultural opportunities
- Contribute to a healthy environment in the area
- Help to keep property values high
- Provide job opportunities
- Make educational and cultural facilities available
- Provide a variety of housing options
- Have retail and shopping options for the community

On July 10th, participants were asked: How much do you agree with this statement on community benefits?

Strongly Agree	26%
Agree	56%
Neutral	9%
Disagree	7%
Strongly Disagree	1%

What should be added to this list to make it better?

- I think the priorities of the lists are perfect. This summary captures the feeling of participants.
- Highest priorities would be combination of green space (well lit so it is safe), job training, and affordable housing with all construction work done by local workers earning a living wage or higher
- No. It does not specifically consider generating new revenues for DC, including the value of new retailing and housing new residents. DC's revenue shortfall makes attention to these issues critical
- Yes, Also in general, create more foot traffic on Georgia Ave to support retail stores (this can be created by developing office buildings)
- Overall, this is a good summary. Seems to have left off the portion of the discussion about making this area a destination area in order to attract quality businesses to Georgia Avenue
- Include senior housing in housing options
- Opening 16th Street Gate, need access for cars and trucks
- Need something for Veterans, especially homeless Veterans
- What GSA and State Dept are planning to do since their development affects the DC area greatly?
- Emphasize protection of trees, particularly old growth. Open space is not the same issue. Trees might complicate development - but hey add grace, beauty and peace to any community, and they do not grow quickly

TOPIC 1: PRESERVATION AND RE-USE

How to establish a reuse, preservation and development strategy that encourages new use and investment

On June 9th, the following priorities were identified for preservation and re-use:

- Integration of the site into the surrounding community
- Support for Georgia Avenue
- Use of the site for public benefits
- Focus on preservation and re-use of existing buildings

On July 10th, participants were asked: How much do you agree with these priorities for preservation and re-use?

Strongly Agree	25%
Agree	48%
Neutral	19%
Disagree	6%
Strongly Disagree	1%

What should be added to this list to make it better?

- Keep this site unique.
- Excellent, Perhaps you might want to explain what "support" means for Georgia Avenue
- Preservation of green space
- Preservation of the old hospitals and its Eisenhower suite, marble hallway, Pershing Fountain, the rose garden, etc
- Don't think museum would be workable- learn lessons from DC museums at Mt. Vernon Square
- Preservation is a better term, trees should be specifically mentioned.
- Maintaining health services on the site and incorporating senior living.
- Does not specifically mention recreation areas such as tot lots, which are essential to attract young families.

TOPIC 2: MIX OF USES

How to accommodate a mixture of different uses on and around the site

On June 9th, the following priorities were identified for a mixed use of the site:

- Provide a range of housing types
- Attract high quality retail
- Provide publicly available open space
- House cultural programs for the community

On July 10th, participants were asked: How much do you agree with these priorities for mixed use?

Strongly Agree	25%
Agree	42%
Neutral	17%
Disagree	11%
Strongly Disagree	6%

What should be added to this list to make it better?

- Disagree with "range of housing types." Focus of mix of uses should consist of non-housing development, combined with excellent transit as a draw from DC and Silver Spring
- No. We discussed preserving the residential zoning along Georgia Avenue.
- Yes, but include concerns that retail stores on Georgia Avenue are suffering now.
- "high quality" versus "useful" retail that means residents can shop locally for everyday needs rather than drive to other areas
- The site should not be closed off like it currently is
- Health care facilities like a clinic, dialysis clinic, massage, sports medicine, physical therapist
- Along with health club, perhaps outdoor/indoor sporting venues like skating rink, tennis etc.

TOPIC 3: JOBS AND REVENUE

The need to mitigate the loss of jobs and revenues on the adjacent commercial corridor

On June 9th, the priorities that were identified for jobs and revenue were:

- Produce new jobs which benefit District of Columbia Residents
- Explore ways to have better transportation modes to make the site more attractive
- Generate new revenue for the District of Columbia

On July 10th, participants were asked: How much do you agree with these priorities for jobs and revenue?

Strongly Agree	30%
Agree	45%
Neutral	12%
Disagree	5%
Strongly Disagree	8%

What should be added to this list to make it better?

- Link jobs to housing - "live near your work" opportunities
- Mostly, not thrilled with light manufacturing
- High-tech, health, education, provide more benefits than retail. Nonprofit/services office space
- Should try to attract health facility which tends to provide good, stable employment better than retail. Not just new jobs, but use tax and other incentives to support new green jobs with good pay for DC residents

TOPIC 4: IMPLEMENTATION AND TIMING

Identify priorities for implementation and phasing strategy of the re-use plan

On June 9th, the priorities that were identified for implementation and timing were:

- Select good development partners that are able to execute the re-use plan
- Effectively address all environmental challenges
- Minimize the amount of time that the site is not in active use

On July 10th, participants were asked: How much do you agree with this statement on implementation and timing?

Strongly Agree	38%
Agree	38%
Neutral	17%
Disagree	5%
Strongly Disagree	2%

What should be added to this list to make it better?

- Yes except: Property better NOT be vacant at all
- Need to stage the construction to maintain current level of staffing in the neighborhood
- Preserve quiet, save mature trees, reduce truck traffic on 16th, Georgia Avenue Ave, 14th Street
- Noise control of steam plants and ventilation system
- Sustainability: storm water management; energy use; reuse of materials; tree canopy
- LEED building standards and advanced energy efficient utility infrastructure (active and passive)

Presentation of Concepts

The Perkins+Will design team presented four re-use alternative concepts ideas that describe various unique design elements and uses. The concept ideas were discussed by participants polled on their preferences.

- **Campus District**
- **Town Center**
- **Regional District**
- **Neighborhood District**

Which alternative idea offers the best integration of the site into the surrounding neighborhoods?

Campus District	6%
Town Center	31%
Regional District	16%
Neighborhood District	47%

Which alternative idea creates the most exciting use of open space?

Campus District	19%
Town Center	20%
Regional District	12%
Neighborhood District	49%

Which alternative idea character most appeals to you?

Campus District	12%
Town Center	41%
Regional District	17%
Neighborhood District	29%

Which alternative idea do you feel has the greatest potential to support investment and improvements on Georgia Avenue?

Campus District	12%
Town Center	57%
Regional District	16%
Neighborhood District	16%



A sample of the most frequent comments and recommendations on the four Alternative Concepts

A full list of participant comments is available in the appendix.

Campus District

- Least attractive for me
- Preserves the feel and use of the site currently
- This idea provides a coordination of uses, centralized control, single mission that requires some aesthetics.
- Recommend more mixed use
- Don't like it at all, educational institutions are non-profit and don't add to the tax base
- Lots of day use but none at night
- Small scale – need more diversity
- Don't like any idea of closed or gated community-least likely to lead to integration with community
- Allow for health care providers and educational providers
- Reject one user like Howard - or do not give the whole space to one user like Howard

Neighborhood District

- This is a more balanced mixed use scenario
- Easiest way to integrate the base with the neighborhood
- Best mixed use opportunity - housing, retail and non-profit
- Recommend elimination of some residential
- Retail should be concentrated along Georgia Ave
- LEEDS Standards for neighborhood development
- Green corridor idea is good, linking green spaces. We need a good bicycle and walking trails, greenway to Rock Creek Park
- Separate retail on Aspen - doesn't seem like a good idea

Regional District

- Integrates many of the ideas in the Benefits Summary
- Good and ambitious plan for drawing in visitors from outside the community
- Office business incubator and hotel/conference center assuming there is enough demand present for it
- Like the recreation component however residential should be on Aspen
- Recommend this design will ensure there is enough residential
- Why bring in workers from other regions who don't pay DC taxes
- This will not integrate with the current quiet green community and our quiet residential locations -not a tourist trap location

Town Center

- Very nice mix of uses, appropriately honoring the values that have come out of the meeting
- Best option for viable retail to residents that doesn't overwhelm the neighborhood
- Prefer this concept - great neighborhood feel, pedestrian friendly, alternative retail, include walking and bike trails, and include residential for workforce and affordable housing
- Hospitality and office needs to be on Georgia
- Maximize the variety of uses
- More recreational space - bike paths to allow access to Rock Creek park
- Where's the firehouse?
- No pawn shops. No big retail

General Survey Question Results

How often do you purchase goods or services from small local retailers in the District on Georgia Avenue north of the Walter Reed site? (Not including major grocery or drug stores)

More than once a week	3%
Once a week	18%
Once a month	9%
Infrequently	36%
Never	25%

In the past month where have you purchased the majority of your groceries?

Upper Georgia Ave in DC	24%
Elsewhere in the District	10%
Silver Spring	40%
Elsewhere in Maryland	21%
Online	0%
Other	6%

Where is the physician who you see most frequently located?

Within .25 miles of Walter Reed	9%
Within .05 miles of Walter Reed	2%
Within 1 mile of Walter Reed	7%
* Within 2 miles of Walter Reed	81%

*** Note:** many participants expressed using a physician further than 2 miles from the Walter Reed Campus.

Where do you purchase clothing and shoes most often?

Georgia Avenue	3%
Elsewhere in the District	24%
Maryland	49%
Virginia	10%
Online	8%
Elsewhere	5%

How often do you attend cultural events or performances?

More than once a week	8%
Once a week	15%
Once a month	56%
Infrequently	21%

When you attend cultural events or performances, where are they most frequently located?

Upper Georgia Ave in DC	0%
Elsewhere in the District	79%
Silver Spring	11%
Elsewhere in Maryland	10%
Virginia	0%

NEXT STEPS

We still need input from you and your neighbors. That's why it's imperative that you take advantage of other upcoming meetings and continue to lend your voice to the decision making processes. Each meeting will build on the discussions that have already taken place and will ask for additional input at various stages of re-use plan development. You can sign up now to attend the upcoming meetings online at www.americaspeaks.org/wramcreuseplan or call 202-775-3939 ext 1008.

- **Wednesday, July 29 • 6 pm – LRA Committee Meeting**
- **Thursday, August 19 • 7:00pm (New date) – Reuse Preferred Options Public Workshop**
- **Thursday, October 7 • 7:00pm – Final Plan Presentation and Town Hall**

All workshops will be held on or near the Walter Reed Army Medical Center Campus.

For more information about the Walter Reed Re-Use Plan or LRA, visit www.walterreed.dc.gov or email

WalterReedPlan@dc.gov